

The word "Addison!" is written in a large, blue, cursive script. The letters are thick and slightly irregular, giving it a hand-drawn or stamped appearance. The exclamation mark is also in the same style, with a small dot and a curved tail.

2010 YEAR IN REVIEW

The Town of Addison's Fiscal Year (FY) runs October 1 – September 30. This report, while disseminated in the new 2011 calendar year, is intended to summarize those major accomplishments realized by the Town during its ending FY 2009-2010. The report is delivered with an overview of the City Council and each functional city department.

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INTRODUCTION

We are pleased to share this “2010 Year in Review” highlighting the significant accomplishments realized by the Town in the previous year. You will see there are a number of exciting initiatives that launched last year and when completed will strongly position Addison as we move into the second decade of the 21st century. We hope you share our enthusiasm for the public projects being undertaken and encourage you to contact us for further information on any of the material presented herein.

CITY COUNCIL

Joe Chow, Mayor; Blake Clemens, Mayor Pro Tempore; Kimberly Lay, Deputy Mayor Pro Tempore; Roger Mellow, Council Member; Bruce Arfsten, Council Member; Bianca Noble, Council Member; Neil Resnik, Council Member

At the beginning of the FY2010-2011 budget process, the Town initiated a process of discussing Council’s Value proposition for the community. Through several meetings, Council determined the value proposition for Addison would be to provide the Best Product in Municipal Services. Through this process Council made it clear that they wanted staff to continue to give excellent and innovative service to everyone that comes into contact with the town, and to do that as efficiently and effectively as possible for a reasonable cost. Those directives gave the theme, **Provide Exceptional Value!**

The property owner in Addison is very fortunate that the development mix is such that we benefit from a large commercial base. That base supports the needs of those businesses and affords the residents some very nice facilities like the Addison Athletic Club and our parks. We are also able to offer a level of service that is recognized by our citizens as being very different than they have experienced in other places they have lived. A part of this is about resources, but a larger part of it is about the culture of the organization and exceptional employees.

CITY MANAGER'S OFFICE – RON WHITEHEAD, CITY MANAGER
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- Managed a facilitated City Council “Value Proposition” strategy setting process. This was undertaken in conjunction with the Council’s annual budget process to set a “base line” prioritization of initiatives and projects. The process will be utilized in future budget cycles to check and update the Council’s policy direction for the Town for implementation by staff.
- Executed a new professional services contract for the management of Addison Airport. The contract provides for the day-to-day operational management and real estate services by the companies of URS Engineering & Construction and SAMI, Management Inc.
- Negotiated an agreement with the owners of Village on the Parkway to begin construction of the new Visit Addison visitors and artisan center. Visit Addison will be home to the Town’s Visitor Services Department, Metrocrest Chamber of Commerce, and the Craft Guild.
- Worked with an Economic Development Subcommittee of the City Council to research and hire a consulting firm, TIP Strategies, to develop a new operational and programmatic approach to economic development in Addison. This process resulted in the creation of an Economic Development Department for the Town.
- Continued negotiations with United Dominion Realty (UDR) to design and build subsequent phases and infrastructure for their Vitruvian Park mixed-use development. This project allowed the Town to replace aging multi-family product in the Brookhaven Club area of Town with an approximately \$1 billion project.
- Negotiated a funding share with Dallas ISD to redesign and construct a new traffic and pedestrian intersection at Spring Valley and Vitruvian Way. This served as a way to accommodate expected traffic volume increases in front of the new George Herbert Walker Bush Elementary School.

- Completed an internal analysis of the Addison Fire Department done by the International City/County Association's consulting services division. This operational and staffing analysis will provide a strategic blueprint for the evolution of the Fire Department.
- Completed a Charter Review process which led to an election resulting in changes to liquor sales in Addison. As a result of the Charter Amendment Election, stores can now sale beer and wine in locations in Addison other than Inwood Road.
- Continued to enhance the Town's public communication by beginning aggressive "blogging" on the Town's website. The City Manager and department heads now regularly update the public on what's happening in the community via their blogs.
- Completed the 2010 Addison Citizen Academy program. Approximately 30 residents committed to 3 weekends of class sessions, assignments and tours of the community to gain a better understanding of how the municipality of Addison works. This program is conducted every 2 years.

<p>POLICE DEPARTMENT – RON DAVIS, POLICE CHIEF</p>

- Assigned one officer to Addison Circle and one supervisor and one investigator to the Hotel Business Retention Unit. These positions were funded through a grant awarded at the end of Fiscal Year 08/09. Some time was required to fill the positions because new personnel had to be hired and trained to take the transferred officers positions in Patrol.
- Completed Phase I of the Public Safety Radio replacement project. The cities of Carrollton, Farmers Branch and Coppell have joined with us to review our public safety radio needs with the goal of replacing our current radio system within the next five years. The Simulcast Radio System we presently share with Carrollton and Farmers Branch will no longer be supportable from a maintenance perspective within two years.

- Placed new patrol vehicles in service in 2010. We elected to remain with the Chargers as the savings in equipment conversion costs were close to \$140,000 by staying with the Chargers.
- Completed a year long evaluation of Tasers and began process of issuing them to all officers. A total of six Tasers were originally purchased and issued to a limited number of officers for evaluation.
- Purchased and issued personal body cameras to all officers
- Installed a grant funded Livescan Fingerprint system in the Jail. The Livescan system replaces the old ink and card system by reading fingerprints digitally and storing them electronically with a digital reading and digitized recording.
- Completed needed maintenance and upgrades in the following areas of the Police and Courts Building:
 - Replaced carpet and repaired men's shower in locker and training rooms
 - Replaced the floor in the Jail
 - Painted interior of building
 - Upgraded our buildings power supply to meet current and future power demands
 - Improved building security by enclosing two areas of the building that had unrestricted public access

FIRE DEPARTMENT

CHRIS KELLEN, DEPUTY FIRE CHIEF, OPERATIONS

GORDON ROBBINS, DEPUTY FIRE CHIEF

- Responded to 2423 calls for service: an increase of 7.8% from the previous year. The calls break down into the following categories:
 - 1588 Emergency Medical calls (65.6% of total)
 - 562 Other calls (public service, gas leak, aircraft alert ,etc) (23.3% of total)
 - 234 Fire alarms (9.5% of total)

- 33 non-structure fire ignitions (vehicles, trash, grass, etc) (1.4% of total)
 - 6 structure fires (0.2% of total)
- Replaced the Heavy Rescue Equipment (Spreaders and Cutters used in automobile accidents) as the previous equipment had been in service for 25-years and was no longer reliable. We replaced our front-line fire hose nozzles with new models that provide improved water dispersion which helps put out fires faster by absorbing heat more quickly.

Prevention

- Fire Prevention Division conducted 1394 inspections of commercial occupancies and corrected 1046 hazards. We did this without issuing a single court citation. This is significant in that it is our policy to favor education over enforcement. If we have to write a citation to obtain compliance we feel that we have failed in our efforts to educate business owners and managers on the benefits of maintaining a fire-safe workplace. We also issued 302 fire alarm and sprinkler permits. This is an increase of 57% over the previous year and is a leading indicator of construction activity in Addison. We also reached 3858 persons through various public education activities
- Each year, members of the Fire Prevention staff attend both the Texas Fire Marshal's Conference and the Texas Fire Investigator's Conference in order to stay abreast of the latest developments in that area of our profession.

Administration/Personnel

- Deputy Chief Gordon Robbins was certified by the State as a Master Peace Officer. This is the highest level of professional standing a law enforcement officer can obtain in Texas. As Fire Marshal, Chief Robbins adds this to his Master Inspector and Master Arson Investigator credentials. Deputy Chief Chris Kellen completed the Executive Fire Officer course at the National Fire Academy. Successful candidates for this four-year program spend two-weeks

each year at the Academy in Emmitsburg, Maryland and write a topical paper at the end of each term.

- Visited 295 Addison homes, replaced 1133 batteries and conducted 158 voluntary Home Fire Safety Surveys. Our annual smoke detector battery change program continued to grow in popularity.
- Held the annual open house at Fire Station Two. Each year we welcome residents and their families as well as members of the business community to meet the staff, view our equipment, watch fire safety demonstrations and learn how we deliver emergency services to the community.
- Remodeled the kitchen at Fire Station Two and made improvements on the Paramedic computer room and the Emergency Operations Center at Fire Station One. The stations are 28 and 26 years old, respectively, so they are beginning to show some age and it is important that we keep them in good condition.

Training

- Conducted a significant amount of training over the course of the year. Twenty-three additional personnel received Fire Officer I & II certification and 44% of our Department now have this important credential. Additionally, 43 personnel (83% of staff) are now certified as Driver/Operator and are qualified to steer the big rigs around town. We also now have 66% of the staff certified as Fire Instructors by the State and ALL operations personnel are certified in Aircraft Rescue Firefighting.
- Hosted a High-rise firefighting rescue class for several area Fire Departments and attended the National Fire Department Instructor Conference in Indianapolis, and sent several officers to the Texas Fire Chief's Academy.

Emergency Management

- And finally; no one likes to think about disasters, but we don't shy away from that sort of thing. We conducted a live Airport Disaster drill involving multiple agencies and developed a plan to deal with issues arising from a widespread outbreak of the H1N1 flu.

PUBLIC WORKS – NANCY CLINE, DIRECTOR

- Repaired 8 major failures on Midway Road
- Reconstructed the failing brick pavers on Arapaho Road at the Business Avenue and Commercial Drive intersection.
- Conducted joint and crack sealing on Inwood Road, Lindbergh Drive and Sidney Drive, and crack sealing on Addison Road and Keller Springs Road
- Cleaned, primed, painted and sealed the Arapaho Road Bridge
- Lifted and stabilized concrete pavement on Quorum Drive between Belt Line Road and Edwin Lewis Drive
- Repaired over 10,000 square feet of asphalt pavement on Addison Road
- Replaced thousands of pavement markings throughout the town, including buttons, crosswalks, stop bars, lane lines, and other markings.
- Repainted all nine Belt Line Signal poles and arms to match sample street light poles as part of the Belt Line Road Redesign Project
- Completed a Town-wide traffic signal upgrade which included upgrading traffic signal controller progression timing, video detection and the creation of a traffic signal

communication system. The upgrades will standardize our traffic signal system hardware, allow for remote management of traffic signal operations from a central control center, and update all traffic signal timing plans.

- Completed Vitruvian Park Phase 1B, a capital project which included the reconstruction of Vitruvian Way (formerly Brookhaven Club Drive), and the new construction of Ponte Avenue. This is part of a large capital project which includes an 8-acre park, two vehicular bridges and one pedestrian bridge, and the extension of Vitruvian Way from its current northern terminus to the intersection of Spring Valley Road along a new alignment.
- Constructed new chemical monitoring stations at Celestial and Surveyor Pump Stations, which allow Utilities staff to more efficiently monitor chlorine, free ammonia and pH levels in the treated water received from Dallas Water Utilities.
- Began mapping all water and wastewater infrastructure on GIS in order to capture the knowledge of the Town's tenured Utilities personnel and provide updated information on our water and wastewater systems in a more concise, user-friendly format.

FINANCIAL & STRATEGIC SERVICES – RANDY MORAVEC, CFO
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- Implemented an online utility application on the Town's website. The online application provides convenience to new utility customers while ensuring the security of the customers' information. When a customer submits an application online, the form is automatically routed electronically to Finance staff.
- Completed a risk management procedures manual. The Financial & Strategic Services department processes automobile and property claims on behalf of the Town and handles claims placed against the Town. This often involves contacting the responsible party's insurance company, providing information to the Town's insurer, and coordinating paperwork between the Town departments including Police, General Services, Parks, and Streets.

- Identified and implemented improvements in the tracking of intergovernmental revenues and expenditures. The Town of Addison is actively pursuing grant opportunities to secure alternative funding sources for its capital projects. The Financial & Strategic Services department has created three new funds to record grant activity and maintains the centralized tracking of all grant monies received.
- Began digitizing current utility billing records and journal entries. Using an electronic document management software has allowed the department to reduce the amount of paperwork kept onsite and assisted in the filing of sensitive customer information and accounting data while following record retention guidelines.
- Improved the process to set up new vendors. Departments now complete a form electronically and attach the vendor's W-9, which routes to Accounts Payable for processing in the Town's accounting software. This new process streamlines vendor set-up, provides consistency in vendor information, and ensures that appropriate W-9 documentation is on file electronically for all active vendors.
- Identified and implemented improvements to the Financial & Strategic Services department's role in special events. By analyzing admissions data, the department was able to adjust the number of personnel at admissions kiosks in response to traffic trends. Admissions gates were consolidated which reduced staffing needs and facilitated a smoother reconciliation process.

HUMAN RESOURCES – PASSION HAYES, DIRECTOR
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- Sustainable Benefit Options through rate negotiation with one of largest benefit providers; negotiated rate relief for employees and Town for cost savings of \$215K.
- Health and Wellness promotion for employees through partnership with Baylor Medical Health System and Texas Back Institute where quarterly lunch and learns were offered at no

cost to employees on nutrition, diabetes, skin cancer prevention and care giving for loved ones.

- Implemented the Town's first supervisory training program, that included 30 employees selected by City Manager, which included a year long training program that focused on making the transition from peer to boss and how to develop the necessary skill set to be successful as a new supervisor.
- Increased volunteer opportunities for citizens from 76 volunteers and 1,269 hours in 2009 to 98 volunteers and 1,991 hours in 2010.
- Implemented volunteer recognition program for volunteers to show appreciation for time and service commitment.
- Focused on safety for all employees by offering Town's first in house Defensive Driving program open to all employees.
- Coordinated Town's Citizen Academy process which included 30 participants and a month long commitment to learning more about the Town.

PARKS & RECREATION DEPARTMENT – SLADE STRICKLAND, DIRECTOR

- Completed design/plan review process for various town projects including: Vitruvian Park and Vitruvian Way streetscape; Savoye landscaping; Spring Valley Road and Vitruvian Way intersection realignment streetscape; George Bush Elementary landscaping and interlocal agreement; Bush Elementary/Redding Trail Connection; Belt Line Road Re-development landscaping; Addison Arbor Foundation Community Garden; Surveyor Road Elevated Storage Tank Water Demonstration Garden and the Meridian Square development streetscape.

- Secured a trail easement and lighting agreement with Greenhill School and awarded a contract for the construction of the Bush Elementary landscaping and Redding Trail extension, which was 29% lower than the estimated project cost.
- Completed various park infrastructure repairs and landscape renovation projects that included: replacement of the Les Lacs Lake south waterfall deck with recycled Trex material; re-painted the Winnwood Park gazebo; installed three new display fountains in Les Lacs Lake; replaced deteriorating trail lights and installed a drinking fountain in North Addison Park; replaced the display fountain behind the Finance Building; replaced damaged vehicular/pedestrian bollards and failed pedestrian pavers in the Addison Circle District; replaced the courtyard lighting system at the Conference and Theatre Centre; replaced deteriorating trail bollard lights and corrected a drainage problem in Celestial Park; completed the Oaks North Montfort Entry monument sign enhancements and neighborhood common area landscaping in conjunction with the Oaks North Homeowners Association. The department continued the annual spring bulb planting that included planting 75,000 flower bulbs. Each year the daffodil bulbs are used to replace a portion of the tulip bulbs, since tulips in North Texas will not repeat their blooms each season. Daffodil bulbs can be planted once and will naturalize to provide repeat blooming without the cost of labor to replant annually.
- Completed the re-bidding process for outsourcing citywide mowing, as well as, outdoor lighting in parks, trails and municipal building sites. The Town realized a 40% reduction in cost for its contract mowing and a 30% reduction in cost for bulb and ballast replacement in all outdoor lighting by rebidding to take advantage of competitive bidding environment. The department also captured a 15% reduction in cost by re-bidding the annual contract for landscape and irrigation maintenance for the Addison Circle District parks and streetscape, including Addison Circle Park.
- Coordinated and completed the site preparation for the Addison Arbor Foundation's Community Garden Project, which includes managing the garden plot reservation system.

- Completed the contestant application and judging process for the Town's participation in the 2010 America In Bloom "Package Your Community for Success Program". The Town was recognized at the 2010 Annual America In Bloom Symposium for its Community Urban Forestry Program and awarded a Criteria Award Winner for Turf and Groundcovers.
- Coordinated the 2010 XLV SuperGrow community tree project; Earth Week community clean-up – Marriott Quorum Hotel and the Mary Kay Earth Week street tree planting project on Landmark Drive.

Recreation

- Implemented the following community programs: Pumpkin Picking, Halloween Bash, Pacesetter Thanksgiving Dinner, Santa Pancake Breakfast, Bouncin' Saturday, Easter Eggstravaganza, Baseball Game Family Night, Hot Dog Nights, and Summer Luau. These programs have been well attended with an average increase in participation of 10-15% compared to last year.
- Implemented the annual Summer Camp program. This program provides an important benefit to the residents by serving more than 43 families. The Summer Camp program almost paid for itself this fiscal year and staff has implemented plans to reduce expenses and increase revenue so the program will pay for itself next fiscal year or realize a small profit.
- Planned and implemented two Pacesetter overnight trips. The first trip was to Oklahoma City (15 participants) and the second trip was to the Texas Hill Country (34 participants). The overnight trips were implemented based on feedback from the Pacesetter group and their desire to travel together.
- Coordinated the family entertainment for Oktoberfest and Taste Addison as well as the arts/crafts for the Holiday Open House.

- Offered new programs for seniors, children, and adults. Children: Summer Luau, Expanded Swim Lessons, Art Camp, Jumpbunch, Tiny Tyke Spanish Class, Kayaking Kids, Expanded Tennis Program, Junior Cheerleading, Cooking Class, Recycling, and Study Skills/Tutoring. Seniors: New Day Trips, Balance Training, Wii Wednesday, and Card Night. Adult/Fitness: Expanded Tennis Lessons, Expanded Spin Bike Classes, Additional Yoga Classes, Whirlyball, TRX Suspension Training, and Boot Camp. These programs were well attended and received positive feedback from participants.
- Replaced 10 LifeFitness treadmills and the 18 piece Cybex weight training circuit with 10 new LifeFitness treadmills and a 19 Piece LifeFitness Signature series weight training circuit through the capital equipment replacement fund. The new equipment helped the Athletic Club stay current with the latest technology in fitness equipment and helped the Club maintain an updated look.

<p>GENERAL SERVICES DEPARTMENT – MARK ACEVEDO, DIRECTOR</p>
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Airport

- Completed airport contract agreements with URS & SAMI for the management of Addison Airport.
- Completed west end of Taxiway Romeo Pavement Replacement – (Used RAMP Grant funds from TxDOT to complete) Routine Airport Maintenance Program (RAMP)
- Completed a redevelopment project of the New Planesmart Facility (Fractional aircraft charter service facility)
- Performed a full scale Airport Disaster Drill with Airport and Public Safety Personnel from Addison and surrounding communities. (Carrollton, Fr. Branch, Plano, etc.)
- Completed an Airport Sustainability Plan

Facilities

- Coordinated and supervised all budget approved town facilities projects:
 - Police Facility – Painting, flooring, Locker room improvements
 - Police Facility Electrical Service Upgrade
 - Town Hall Chandelier restoration
 - Renovated Finance Bldg. soffits with PVC material
- Completed 410 facility requests for service
- Initiated a new facilities vending service for Town facilities
- Completed emergency repairs to re-skin the Theatre Box Office roof after a wind storm
- Upgrade Service Center & Athletic Club elevators with enhanced safety features
- Performed extensive ceiling repairs to the Celestial Pump Station
- Preserve, duplicate and digitize all facilities blueprints/ plans
- Participated in the Take A Load Off Texas Government Facilities Program
 - Benchmarked our facilities energy usage and efficiency
 - Developed an Energy Master Plan for the Towns' facilities
 - Completed an Energy Audit of the Addison Athletic Club

Fleet

- Maintained service levels and minimal downtime less one fleet technician
- Fleet downtime 2.01%
- Expanded ASE & EVT fleet technician training (9 total Certifications)
 - 1 Technician earned EVT Certifications in 2 specialty areas
 - ASE Certifications
 - A total of 3 ASE re-certifications were achieved by 1 technician
 - 4 new ASE Certifications was achieved by 2 technicians
- Completed 1144 work orders
- Added two Hybrid Electric vehicles to the fleet
- Developed specifications, purchased, and performed make-ready for 19 new fleet vehicles

VISITOR SERVICES DEPARTMENT – BOB PHILLIPS, DIRECTOR

Sales and Administration

- Visitor Services programs helped book 62,043 room nights at Addison Hotels generating \$13.4 million in direct spending in our community. A room night is one hotel room sold for one night. The folks staying in these rooms spend money in Addison hotels, restaurants, and retail.
- We originally helped book the Texas School of Professional Photography in Addison for 2010. They used our Conference and Theatre Centre for most of their meetings as well as Addison Circle Park for their opening party and film expo. We also secured empty retail space at Addison Circle for additional meeting space. Because the group liked Addison they have booked for two additional years—May 2011 and May 2012 for total of 2,600 room nights in 7 Addison Hotels.
- We moved to new offices at Village on the Parkway and began construction of Visit Addison information and Artisan Center. The information and Artisan Center will be a first of its kind in Texas combining both the arts and tourism. This center will be open to the public in April.
- Completed Economic Development Strategic Plan with help of TIP Strategies, an economic development consultant company. This 6 month process defined how Addison should approach economic development in the future.
- As an official city of North Texas Super Bowl Host Committee we have been working with the committee and Addison hotels and restaurants to ensure Addison obtains it fair share of business coming from the Big Game.

Conference Centre

- We generated 1,100 hotel room nights at Addison hotels during the fiscal year. Where many of the groups that use the Conference Centre for meetings and social events have out of town attendees, we saw more meetings having smaller meetings for local employees rather than bringing people from out of town. We did see more people wanting to use web connections and conference calling to include those people from out of town in the meetings.
- We hosted 646 events at the Conference Centre. This is a 4.5% increase over the prior fiscal year. We had more meetings but they tended to be smaller in size.
- The Conference Centre rented 1,510,740 square feet of space, a 2.7% decrease from the prior year. We had more events but they tended to be smaller using less space.
- We hosted 47,109 event attendees representing a 6.4% decrease in attendance. This trend coincides with the reduction in square footage used. Meetings drew more local attendees with greater use of technology for virtual attendees.
- Audio Visual rental equipment is a key part of Conference Centre revenue generation. We offer the most commonly needed items which offer a good profit margin. Typically the A/V items cost is covered in 8-10 rentals providing several years of profit. We updated our outdated LCD projectors, some sound equipment and screen skins.

Addison Theatre Centre

- We gained a second resident theatre company this year. For many years WaterTower Theatre has been our only resident company, this year we added Second Thought Theatre as a second resident company. Second Thought has performed in our Studio Theatre as a

company “presented” by WaterTower Theatre. They are now a full fledged resident company receiving funding from the Town.

- WaterTower Theatre—Resident Company
 - WaterTower Theatre hosted 26,564 patrons with a season of six productions which included Grey Gardens, Forever Plaid, Laughter on the 23rd Floor, Is He Dead?, Black Pearl Sings and The Full Monty.
 - WTT hosted 190 performances making full use of the Main Space theatre.
 - WTT has a subscriber base of 2,148 season ticket holders. Like most theatres, WTT has experienced a slight decline in season subscribers.
- Second Thought Theatre—Resident Company
 - Second Thought hosted 1,500 patrons at performances in the 75 seat Studio Theatre.
 - STT hosted 38 performances in the Studio Theatre. In addition, they are an annual participant in the WaterTower Theatre’s Out of the Loop Festival.
 - They have a subscriber base of 61 season ticket holders which is projected to increase with their critically acclaimed productions.

SPECIAL EVENTS DEPARTMENT – BARBARA KOVACEVICH, DIRECTOR

Generated brand exposure, tourism and revenue

- Hosted a series of special events on 22 weekends and retained market share by attracting an estimated 530,000 people annually.
 - Taste Addison attendance increased 28% with 38% more people on Sunday as a result moving the event off of Mother’s Day weekend
 - Oktoberfest attendance increased 10%
- Promoted the *Spend the Night* campaign which offered special room night packages during Taste Addison, Kaboom Town, Oktoberfest and WorldFest. This campaign was successful in booking 1,916 weekend room nights valued at \$116,000.

- Generated \$1,643,906 in revenue (a 23% increase).
 - Taste Addison and Oktoberfest experienced gains totaling over \$417,000
 - Increasing the after 5 pm gate admission price at Taste Addison and Oktoberfest increased revenue by over \$330,000
 - Kaboom Town has an economic impact of over \$2.5 million to the community and restaurants report a sales increase of 25%-200% during the event
- Worked with Human Resources to expand the role of volunteers in event planning and production, resulting in approximately 1,635 man hours and a value of \$32,700 (a 27% increase). This was especially helpful during a year when the department not only maintained our quality event offerings but also increased promotional offerings with two less staff people.
- Generated over 100 million gross impressions through public relations and other marketing methods that helped to cost-effectively brand Addison as the place to go for fun.

Implemented new technology and promotions to keep the events fresh

- Worked with IT to enhance the wireless capability in Addison Circle Park which assisted our efforts to implement online ticket sales, improve the efficiency of ticket sales and ultimately assisted in our ability to increase revenue by 23% this year.
- Developed a partnership with GetTix to sell event tickets and food and beverage coupons online. This new system also allowed us to convert a paper special guest invitation to an electronic invitation, resulting in a cost savings of approximately \$5,000 as well as a more convenient experience for our special guests.
- Added new promotions and programs that attracted more families, more media coverage and positively impacted the community:
 - *Taste: the Competition* (Taste Addison) is a program that increased brand exposure for the restaurant community and brought patrons to several Addison restaurants to

try new specially designed menu items. Worked with one of the non-profit organizations the Town supports, Second Thought Theatre, to create a video tour of the promotion that was successful in generating viral exposure. The Competition received the endorsement of media foodie Ted Allen as well as valuable exposure on *Good Morning Texas* which was instrumental in supporting a struggling new Addison restaurant.

- Silver for Service was developed to celebrate the 25th anniversary of Kaboom Town. Secured Drew Pearson to serve as spokesperson for this program that collected over \$43,000 in cash and books for the USO as well as lunches for departing soldiers for the USO.
- Addison Oktoberfest was rated one of the top Oktoberfest celebrations in North America by USA Today. The Sporthalle (a sports-themed area inside the Addison Conference Centre) was a new element added this year that enhanced the Biers of the World experience and created an alternate gathering place to relieve the over-crowded main tent.
- Enhanced Addison's newest event, WorldFest, through a partnership with the World Affairs Council that brings not only validation of the event in the international community but culturally enriched programs well:
 - Mariachi competition held in cooperation with the Consul General of Mexico
 - Consular Corps reception featuring a UN Ambassador and pianist from Iraq
 - Exhibit presented by the Crow Collection of Asian Art

INFORMATION TECHNOLOGY – HAMID KHALEGHIPOUR, DIRECTOR
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- Implemented a Social Networking platform and drafted a comprehensive policy that establishes guidelines for the use of social media for collaboration, marketing, and transparency in our environment. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the Town of Addison

Departments may consider participating in social media formats to reach a broader audience. The Town of Addison encourages the use of Social Media to further the goals of the Town of Addison and the missions of its departments where appropriate. The Town of Addison has an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Town of Addison on social media sites.

- Expanded the existing wireless system @ Arts and Events district. The town began accepting credit cards for both admission to the park and purchasing tickets for food and beverages during the Special Events in 2005. Initially, the town rented credit card machines from Wells Fargo and use Cingular wireless GPRS (General Packet Radio Service) network (a packet-based wireless communication service) for connectivity which was slow and had its own challenges. In 2006, we purchased the credit card machines and started using RedMoon's WiFi services for the connectivity that was configured and installed before each event and removed after. In 2007, we decided to install our own wireless mesh network (WiFi) at the Arts and Events district.
- Upgraded the Utility Billing system. This upgrade was necessary due to the enhancements to the Utility Payment Portal.
- Upgraded Microsoft Office 2000 products to 2007 products. Before this upgrade the town was using Microsoft Windows 2000 Server Operating system and Microsoft Windows Office 2002 products which based on Microsoft Licensing Policy:
 - 1) Microsoft discontinued offering mainstream support for Office 2002 products in July, 2006.
 - 2) Microsoft discontinued offering mainstream support for Windows 2000 Server Operating products in June, 2005. The Windows 2000 Server Operating **extended** support period lasted through July, 2010.
- Facilitated training for the entire organization on Microsoft Office 2007 products
- Enhanced the Court package to offer:

- 1) Partial payment options.
 - 2) Defensive driving on the web.
 - 3) Warrant regional interface.
 - 4) An interface with the existing Document Management System, IVR (Interactive Voice Response) system, Court Payment Portal, CAD (Computer Aided Dispatch) system, Enterprise Financial Application, Tlets (Department of Public Safety in Austin), and hand held or vehicle mounted citation devices.
- Replaced paramedics' rugged laptops. Patient Data System which allows for comprehensive Quality Assurance and Improvement management on all patient records runs on paramedics' rugged laptops. The system's unique data analysis features provide both high-level, organization-wide data for senior management as well as very detail management data for operations managers. Patient Field Data Software also has data drill down functionality that is unique in the EMS industry. These laptops are scheduled to be replaced every three (3) years.
 - Deployed an online ticketing program to offer new ways to sell tickets for the Special Events Online ticketing services provide transformational solutions for clients to maximize revenues through all available channels. Online ticketing services are designed to increase their customers' market knowledge by harnessing the entire value of their ticketing solution.

Realized cost savings:

- 1) Free ticketing through all ticketing distribution points including potential Outlets. Call Center and the Internet. Addison may no longer have to discount its Outlet Ticket Sales.
- 2) Ability to capture customer profiles via database management. To date there has not been a viable database to utilize through all aspects of our marketing strategies.
- 3) Ability to manage ticketing solutions, programs, promotions real time, anytime.
- 4) Ability to strengthen our sponsors through verifiable ticketing programs.
- 5) Time management at the gates.
- 6) Support at the Box Office.

- Implemented the ShopQA technology to offer web hosting services to Addison businesses ShopQA creates a vibrant support platform that local businesses use in their store, on their website or through the Town's website to service customers and promote their businesses. With **ShopQA**, merchants can continually update information, news and coupon listing while taking customer inquiries and assembling customer lists. There is no cost to any of the businesses that we list on the site.

The three main elements of ShopQA are:

- 1) Find information about retailer.
- 2) Submit questions to retailer.
- 3) Sign up for retailer eNews.

- Investigated and resolved 1,532 Network and Telecommunication helpdesk service calls reported by the Addison employees.

DEVELOPMENT SERVICES DEPARTMENT – CARMEN MORAN, DIRECTOR

- Methodist Hospital for Surgery - Worked closely with contractor and operator to get the hospital open by its deadline. We provided on-demand weekend and late-hour inspections. We dedicated one inspector to that process who walked the contractor through the CO process and made sure other departments were responsive.
- Vitruvian Park - CO'ed the remaining units in the Savoye and issued the permit for the second building, Savoye 2. We continue to keep a good relationship with the contractor and provide evening and weekend inspections, when needed.
- Four Seasons Market - Worked closely with the promoter to provide a weekend gourmet market in Addison at the Village on the Parkway. Neil was challenged to protect the public's safety while enabling the promoter to sell raw food in an uncontrolled environment, but we feel the market was a success.

- Charter Review Process - Served as support staff to Lea during the Charter Review process and election. After the election, our office has been busy processing the applications for beer and wine for off-premises sale requests. We have been averaging four permits per month during the first two months we have been issuing Special Use Permits.
- Schlotzsky's Sandwiches and Einstein Bros. Bagels - Helped both these businesses meet a very aggressive development schedule and get their businesses open by Christmas.
- Belt Line Super Bowl Banners - Helped the Special Events staff select a project for Belt Line décor, get a final design and select a vendor. We were able to get the project in at a price that did not require a formal bid process and get the banners produced and hung in time for the Super Bowl.
- Records Management - Helped Lea Dunn get the Town's records control schedules updated and worked with all departments to get their schedules implemented and documents destroyed in accordance with the schedules.
- Addison Circle Way-finding sign project - Worked with a graphic designer to resurrect a design we had done for a way-finding package for Addison Circle in 1995. We had the signs fabricated and installed around the perimeter of Addison Circle, and they have been positively received by the Addison Circle merchants and management.
- Amendments to Sign Ordinance - Presented a revised and revamped sign ordinance to the Council in January of this year. So far, it seems to have cut down on the number of merchants requesting Meritorious Exceptions to the Sign Ordinance.

CONCLUSION

We hope your review of this document has provided a brief look at the highlights from FY 2009-2010 for the Town of Addison. If you would like further information on the Town please contact the Mayor and City Council Members or any of the department directors.

We are honored to serve you and strive to provide “the best product” possible in public services.